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Approved For Release 1999/09/08 : CIA-RDP79-01154A000300030001-4

*superceded.  
Col. White's approval  
of distribution  
in same  
manner  
as China Folio*  
1 September 1969

MEMORANDUM FOR: Edward W. Proctor  
Assistant Deputy Director for Intelligence

SUBJECT : Distribution of the "Communist China,  
Administrative Atlas" to the Academic  
Community

1. As was the case with the Communist China Map Folio, I am convinced that there will be a large and eager audience for the new OBGI administrative atlas. The atlas is more specialized than the folio, and probably should not receive as wide a distribution to people of general interest in China as opposed to those who are specialists in the area. I have assumed that the method of dissemination of the map folio--i.e., through DCS channels, with subsequent smaller distribution by OBGI and myself--would be used in distributing the new atlas. The experience of all of us, and especially DCS, suggests that a great deal of good will was generated.

25X1A 2. However, it seems to me worthwhile reconsidering  
25X1A the method of distribution, if only to assure ourselves  
that we believe direct and free distribution best serves  
our various purposes. [REDACTED] has raised the question,  
based on his experience [REDACTED], as to whether it might  
not be better to sell the atlas at some reasonable price  
through a neutral outlet. [REDACTED] found that some  
of the professors and students [REDACTED] felt uncomfortable  
at receiving free gifts of this sort from the Agency, and some  
of them have suggested that they would feel more at ease if  
they could purchase the product through a widely known  
generally accessible outlet. The purposes of the academics  
are clear; they seek to minimize in every way possible  
any hint of affiliation or even association with the Agency,  
and to avoid any possible basis for criticism from their  
colleagues and students in this regard. Our purposes would  
not be completely side-tracked by such a method of distri-  
bution. The atlas would still bear the Agency seal on its

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jacket, be clearly an Agency product, and would generate, one trusts, respect for the quality of the work and gratitude for our having made it available. The availability of the atlas could be widely advertised through the publications of

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[REDACTED] The Department of Commerce clearing house might be an appropriate outlet. Price could be set to cover costs of handling and mailing, and miscellaneous administrative overhead.

3. At this point I am neither supporting or opposing [REDACTED] suggestion. I do think it merits consideration and submit it for that purpose.

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[REDACTED]  
Coordinator for Academic Relations

Distribution:

- 0 & 1 - Addressee
- 1 - James Brammell, D/BGI ✓
- 1 - James Murphy, D/DCS
- 1 - Drexel Godfrey, D/OCI
- 2 - DDI/SRS

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1 - [REDACTED]

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